

Pa Chang Her

herpachang@yahoo.com • 414-399-7034 • Cedarburg, Wisconsin, United States • <https://www.hawjdesigns.com>

SUMMARY

Purpose-driven designer with over 8 years of experience in apparel design, specializing in innovative, fashion-forward trends. Proficient in sketching, Adobe software, and strategic color and art direction. Passionate about sustainability and cultural storytelling. Excited to bring expertise to ensure brand cohesion and alignment with merchant objectives.

EXPERIENCE

*Kohl's Corporation, **Little Co. Associate Designer***
2023 - Present

- Designed and led both boy/girl apparel and accessories, ensuring brand cohesion and alignment with merchant objectives.
- Utilized Adobe Illustrator to translate design concepts into detailed illustrations, ensuring brand cohesion and alignment with merchant line plans, resulting in on average 68% STD sales within seasonal collections.
- Partnered with fabric suppliers and internal materials team to source sustainable fabrics, enhancing product quality and sustainability.

*Kohl's Corporation, **Jumping Beans Associate Designer***
2021 - 2023

- Designed seasonal collections for toddler girls and adaptive, incorporating current fashion trends and market demands, ensuring brand cohesion and alignment with merchant objectives.
- Drove YTD growth of 65% in adaptive apparel sales by integrating Disney licensing and focusing on overperforming categories in physical adaptive.
- Created detailed sketches using Adobe software to guide the Technical Design team, maintaining overall creative direction and quality.

*Kohl's Corporation, **Jumping Beans Assistant Designer***
2019 - 2021

- Created handoff packages to highlight style and design intent overview for Technical Design partners, ensuring brand cohesion and alignment with merchant objectives.
- Utilized CAD/hand sketches to translate design concepts into detailed illustrations, maintaining overall creative direction and quality.
- Managed all styles in PLM system application, streamlining the design process and enhancing product quality.

*Kohl's Corporation, **Menswear Assistant Designer***
2016 - 2019

- Assisted senior fashion designer in creating innovative designs within the Dress Clothing/Casual Pants category, ensuring adherence to brand aesthetic and quality standards across multiple brands.
- Collaborated with cross-functional teams to ensure timely production of samples, enhancing product quality and consistency.
- Conducted market research to identify emerging trends, colors, fabrics, and silhouettes, providing inspiration for the design process and ensuring alignment with brand objectives.

EDUCATION

University of MN - Boot Camp
Certificate • **UX/UI Design** • Sep 2022 - Mar 2023

Mount Mary University
BA • **Fashion Design** • Aug 2011 - May 2015

LICENSES & CERTIFICATIONS

Digital Marketing
HubSpot • e971b3ab41c44fa184668cef0286b7c9 • Issued Feb 2025 - Expires Mar 2026

SKILLS

Illustrator • Photoshop • Google Suite • 3D Browzwear • Sketching • Fabric/material knowledge • Color and art direction • Trend and market research • PLM management